

## **Ideation Phase**

DATE	17-10-2023
PROJECT NAME	CAR PURCHASE PREDICTION USING ML
MAXIMUM MARKS	10

## **BRAINSTORMING IDEAS AND VOTING**

Brainstorming ideas is a creative process where a group generates a list of potential solutions, suggestions, or concepts for a specific problem or project. Voting in brainstorming involves participants selecting and prioritizing their favourite or most promising ideas from the list to determine which ones should be pursued further.

## **BRAINSTORMING FOR CAR PURCHASE PREDICTION**

The objective of this brainstorming session is to generate creative and practical ideas to address the issue of car purchase prediction .We aim to develop a model assists potential buyers by estimating their likelihood to make a purchase, guiding decision-making.


The brainstorming session will include a diverse group of stakeholders, including car professionals, buyers, sellers and technology enthusiasts. The diversity will ensure a wide range of perspective and ideas


### **Step-1: Team Gathering, Collaboration and Select the Problem Statement**




## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

 **10 minutes** to prepare

 **1 hour** to collaborate

 **2-8 people** recommended



### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

 **10 minutes**

#### **A** Team gathering

Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

#### **B** Set the goal

Think about the problem you'll be focusing on solving in the brainstorming session.

#### **C** Learn how to use the facilitation tools

Use the Facilitation Superpowers to run a happy and productive session.

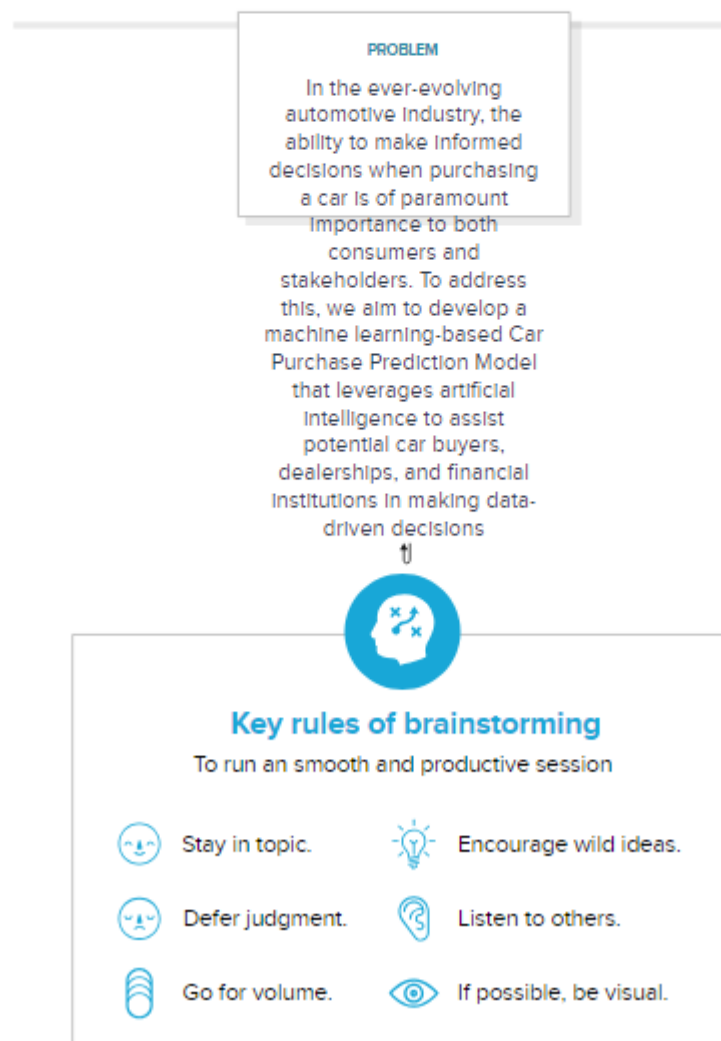
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## Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes



## Step-2: Brainstorm, Idea Listing and Grouping

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## Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

### TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

#### AVRIT

Analyze customer reviews and sentiment to understand what people like and dislike about different car models.

Develop a model using AI and machine learning algos that predicts the market price of a car based on features like make, model, year, mileage, and location.

Predict the fuel efficiency of a car model based on its specifications, allowing consumers to make more informed choices.

Predict the safety rating of a car based on crash test results, safety features, and manufacturer history.

Build an application that helps users customize their dream car based on their preferences and budget.

#### ROHIT

Analyze trends in car purchases by region, make, and model. This can help car manufacturers and dealerships understand market demands and adapt their strategies accordingly.

Develop a model that estimates the current value of a used car based on its age, mileage, condition, and market trends.

Build a recommendation system that suggests cars to potential buyers based on their preferences, budget, and past behavior.

Predict the future resale value of a car based on its current state and depreciation trends.

Develop a tool that generates buyer personas for car models, helping marketing teams target their campaigns effectively.

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## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

### TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Develop a model using AI and machine learning algos that estimates the current value of a used car based on its age, mileage, condition, and market trends.

Build a recommendation system that suggests cars to potential buyers based on their preferences, budget, and past behavior.

Analyze customer reviews and sentiment to understand what people like and dislike about different car models.

## Step-3: Idea Prioritization

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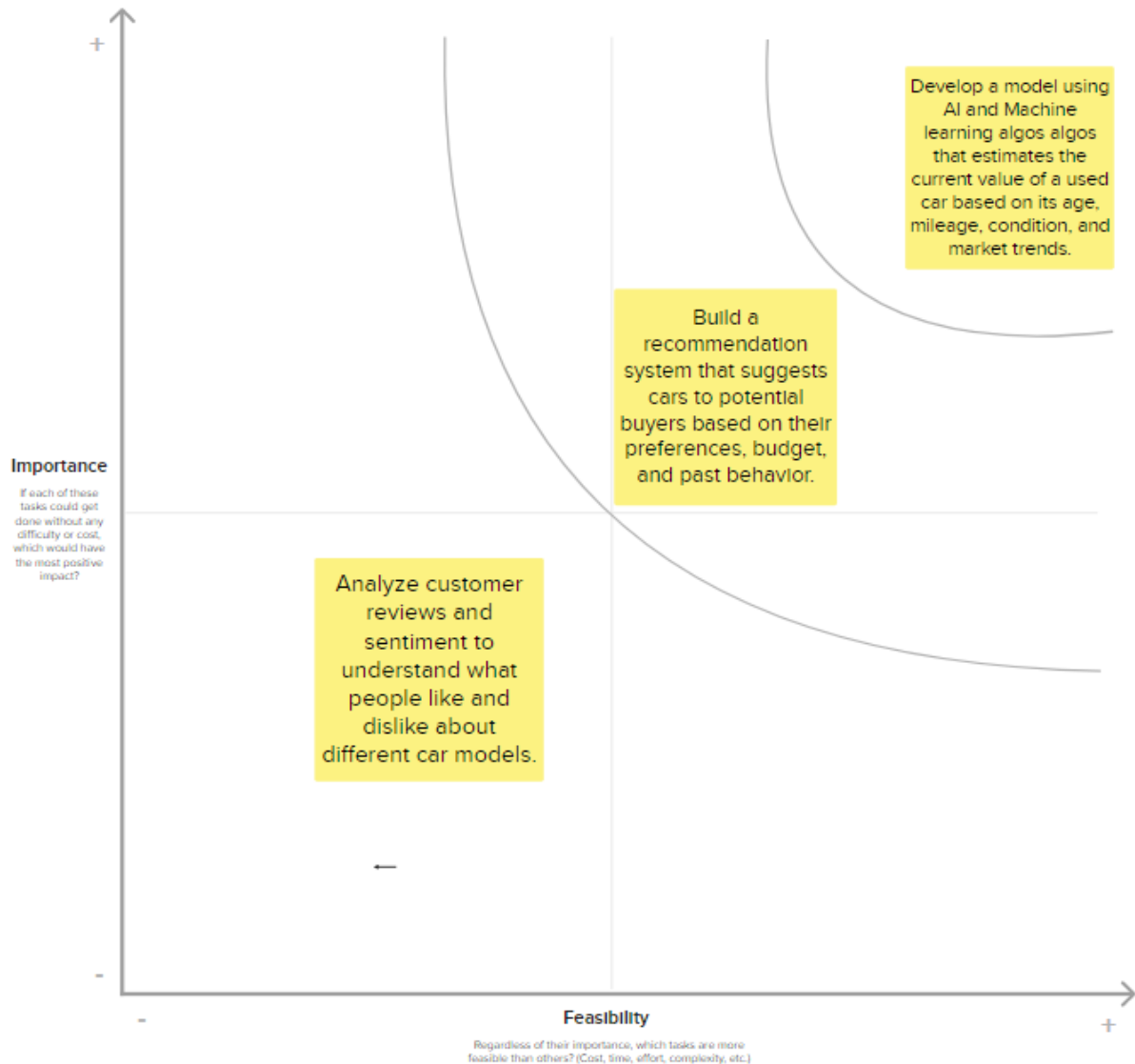
### Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes

#### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



**Idea prioritization** is the process of ranking or assessing ideas based on specific criteria such as feasibility, impact, cost, or strategic

importance to determine which ideas should be implemented or pursued first.

Certainly, here's a description for why the idea of "CAR PURCHASE PREDICTION using AI and ML algorithms " was chosen over the other options:

We have decided to prioritize the implementation of CAR PURCHASE PREDICTION using AI and ML algorithms for several compelling reasons.

Firstly, this idea offers the potential for a substantial and immediate impact on our car purchase predictions . By leveraging artificial intelligence and ML algos such as regressor, classifiers we can significantly improve the efficiency and accuracy of car purchase predictions sorting.

Additionally, our commitment to customers is well-aligned with this choice. AI and ML algos makes this project feasible and can achieve higher accuracy rates and good performance metrics .

In conclusion, the selection of CAR PURCHASE PREDICTION using AI and ML algorithms as our top priority is a strategic decision based on its high impact potential, feasibility, and alignment with our goals.

### **MURAL LINK:**

<https://app.mural.co/t/rohit5856/m/rohit5856/1697539105901/4ce29ef1776a09d1a4234eff73918fa068cb68a7?sender=ua911e88567ca9674d1a64829>